

ADAM FERRIER

Thought leader for motivating change through the science of behavioural economics and creativity



Adam was one of the highlights of the festival. His insights into Social and Consumer Behavior provided were both enlightening and entertaining.

South West Development Commission

Adam Ferrier rates as the number one speaker for both inspiring and enlightening the audience with his wisdom and engaging presence.

Littlefield USA

Adam Ferrier is the founder of **THINKERBELL**, an agency that creates '**measured magic**'. Adam is one of the leading consumer psychologists in Australia, a brand strategist and an authority on Behavioural Economics. He's also the author of "**The Advertising Effect**" and part of The Australian Creatives' 'Power 20'; A regular on the Gruen Transfer and featured on The Project, Celebrity Apprentice and ABC Radio.

The creator of the idea behind the WARC World Innovation prize (2013), and winner of the rare Cannes Gold Lion and Gold Effie double, Adam has won at all of the world major advertising shows. Adam also created the successful board game 'The Analyst' (translated into four languages). Adam Ferrier doesn't just think outside the square – he's blown the square up.

A unstoppable force in the Australian advertising landscape, Adam was previously a co-owner of Cummins & Partners – Mumbrella Agency of the Year and a founder of Naked Communications. Adam also sits on the boards of social giving company Good Thnx, and social influencing company TRIBE.

Through cognitive behavioral psychology and a deep understanding of behavioral economics Adam hands delegates the keys to sky rocketed motivation – whether to buy, perform or change.





my topics....



If Batman Owned Your Business

Whether it be your business, your brand or your people, everyone seems to be obsessed with finding and communicating their strengths. Seems like the right thing to do, problem is everyone else is doing it too. Our strengths are very likely to be generic. There is an alternative path to growth - we can learn from Batman, someone who gets his strength paradoxically by embracing (and amplifying) his weaknesses. Adam Ferrier will talk about the science behind this counter-intuitive approach, and why it's **already working for many businesses around the world.**

This talk draws on the fundamental drivers of human behaviour, and explains why we are all more attracted to businesses, brands, and people brave enough to be vulnerable. In this talk Adam will:

- ▶ Encourage delegates to explore a new path to growth - embracing weakness
- ▶ Demonstrate the body of psychological and cultural evidence why this is such an effective path to growth
- ▶ Provide tactics and tools people can apply
- ▶ involved in.

The Advertising Effect

HOW TO CHANGE BEHAVIOUR

We all want people to change; whether we want consumers to buy more, employees to work more or colleagues to think more – if people did exactly what we wanted them to we would all be happier... and richer. In this provocative presentation, based on his best selling book, Adam Ferrier, the man driving consumer engagement for brands such as Levi's and Pepsi, arms delegates with a new way of thinking around, and inspiring, **lasting tangible change** using a potent blend of human psychology and advertising know-how.

Sharing his understanding of the fundamentals of **why humans do what they do** and buy what they buy Adam will:

- ▶ Encourage delegates to utilize the behavioral science behind motivation theory
- ▶ Shed light on the key factors that must exist to create lasting change
- ▶ Provide tools and techniques to put this new knowledge into practice
- ▶ Flip everything you thought you knew about why we do what we do, on it's head

My Products

The Advertising Effect

In The Advertising Effect, respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe.

This is the ultimate insider's guide, to the ultimate behaviour change industry - advertising. Expose the techniques that advertisers use to get consumers to buy.

